GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3274
ANSWERED ON:22.03.2017
Print Media Empanelled with DAVP
Kalvakuntla Smt. Kavitha

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of print media empanelled with Directorate of Advertising and Visual Publicity (DAVP) during the last three years, State-wise;

(b) whether DAVP has revised the guidelines for empanelment/renewal of print media for advertisement and if so, the details thereof;

(c) whether any drastic decrease in empanelment/renewal has been noted during the current year; and

(d) if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

(a) The state wise details of newspapers/periodicals empanelled with Directorate of Advertising and Visual Publicity (DAVP) during the last three years is placed at the Annexure.

(b) Yes, Sir. The Government of India has revised the print media advertisement policy with effect from 7.6.2016. The policy is available on DAVP's website, www.davp.nic.in under heading 'Newspapers' and sub-head 'Advertising Policy'. The following guidelines concerning the empanelment/rate renewal have been changed:

(i) 12 months qualifying period of uninterrupted and regular publication in case of all regional and other languages small and medium newspapers as against 18 months earlier.

(ii) Circulation verification of newspapers with more than 45,000 copies should be either by RNI (Office of the Registrar of Newspapers for India) or ABC (Audit Bureau of Circulation) as against more than 75,000 copies earlier.

(iii) Existing newspapers with different printing centre editions would be empanelled with separate RNI registration certificate. This is a new provision.

(iv) RNI circulation certificate would be valid for 2 years from the date of issue as against a period of 4 years earlier.

(v) Regarding renewal of newspapers, a change in circulation can be accepted every year on submission of ABC/RNI circulation certificate and annual return submitted previous year to RNI. Earlier, the change in circulation was accepted only once, after completion of one year from the date of rate contract, during validity period of rate contract i.e. 3 years.

(c) & (d) No, Sir.

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